

## AMENDMENTS IN THE CLAIMS

1. (currently amended) A method of providing electronic business cards via a cellular phone, comprising:

storing data of said business card as an electronic image in non-volatile storage;

connecting a call between said cellular phone and a recipient cellular phone; and

transmitting an electronic representation of ~~said data~~ of said business card from said cellular phone to said recipient cellular phone during said call, wherein said electronic image of said business card is displayed on said recipient cell phone.

2. (currently amended) The method of Claim 1, further comprising:

entering said data utilizing a keypad of said cellular phone and selectable menu items on said cellular phone; and

selecting a layout of said data for viewable presentation as said business card, wherein a first layout scales said business card to fit in a display screen of said cellular telephone.

3. (currently amended) The method of Claim 1, wherein said storing step comprises storing said data in non-volatile storage of said cellular phone, wherein said data includes at least one or more of a name, a business name, a phone number, an address, an email address, and a web address.

4. (currently amended) The method of Claim 1, wherein said storing step comprises:

storing said ~~data~~ electronic image in a network database accessible to said cellular phone via a cellular network;

retaining only relevant identifying data of said business card within a directory list of said cellular phone; and

enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

5. (currently amended) The method of Claim 1, ~~wherein said data is selected from among a name, a business name, a phone number, an address, an email address, and a web address~~ further comprising:

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

6. (currently amended) The method of Claim 1, ~~wherein said transmitting step is completed in response to a recipient's request for said business card~~ further comprising:

identifying a default business card among multiple business cards stored by said cellular phone, wherein a general selection of a business card on which to execute functions automatically selects said default business card.

7. (currently amended) The method of Claim 1, wherein said transmitting step includes: initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone; and

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit;

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.

8. (currently amended) The method of Claim 7, wherein:

said storing step includes arranging said business card among other stored business cards in an order based on user selected criteria for storing said business cards; and

said selecting step further selects said business card from a plurality of available business cards stored in said non-volatile memory.

9. (currently amended) The method of Claim 8, further comprising:  
~~transmitting a request for a receipt of business card data from another cellular phone user~~  
~~during establishing a call connected between said another cellular phone user and said cellular~~  
~~phone and a second cellular phone; and~~  
receiving business card data from said ~~another~~ second cellular phone user ~~in response to~~  
~~said transmitting of said request;~~  
outputting a signal to alert the user of the receipt of said business card data;  
displaying an electronic image of said business card; and  
enabling said user to store said business card for future access, wherein relevant  
communication data is stored in a format that enables said user to later initiate a call and send an  
email without physically entering the telephone number or email address of the contact identified  
by said business card.

10. (currently amended) A cellular telephone comprising:  
a processor and associated non-volatile memory;  
a display device; and  
program code executed by said processor ~~for providing electronic transmission of a~~  
~~business card to a recipient cellular phone;~~ comprising code for:  
storing business card information as an electronic image in said associated non-  
volatile memory; and  
transmitting an electronic representation of said business card information from  
said cellular phone to said recipient cellular phone responsive to a user selection of a  
business card transmit menu function during a call to the recipient cellular phone,  
wherein said electronic image of said business card is displayed on said recipient cell  
phone.

11. (currently amended) The cellular telephone of Claim 10, further comprising program  
code for:  
enabling and displaying a plurality of menu functions for (1) inputting of said business  
card information, (2) storing said business card information, and (3) subsequent transmission and  
manipulation of said business card information.

12. (currently amended) The cellular telephone of Claim 11, wherein said program code for inputting business card information includes code for:

prompting a user for said business card information responsive to a selection of a menu function for entry of said business card information; and

displaying said business card information in a business card format on said display device.

13. (currently amended) The cellular telephone of Claim 12, ~~further comprising program code for displaying said business card information in a business card format on said display device~~ wherein said transmitting program code includes code for:

initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone; and

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit;

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.

14. (currently amended) The cellular telephone of Claim ~~13~~<sup>12</sup>, wherein said displaying program code includes code for scaling ~~scales~~ said business card information to fit within said display device ~~prior to said displaying said business card.~~

15. (currently amended) The cellular telephone of Claim 13, further comprising program code for: ~~receiving said business card information from a sender via a cellular network~~

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

16. (currently amended) The cellular telephone of Claim 15, ~~wherein said receiving program code includes program code for outputting an alert signal when said business card information is received from said cellular network~~ further comprising program code for:

establishing a call between said cellular phone and a second cellular phone; and  
receiving business card data from said second cellular phone;  
outputting a signal to alert the user of the receipt of said business card data;  
displaying an electronic image of said business card; and  
enabling said user to store said business card for future access, wherein relevant communication data is stored in a format that enables said user to later initiate a call and send an email without physically entering the telephone number or email address of the contact identified by said business card.

17. (currently amended) The cellular telephone of Claim 13, ~~further comprising program code for tracking all recipients of said business card information~~ wherein:

said storing step includes arranging said business card among other stored business cards in an order based on user selected criteria for storing said business cards; and  
said selecting step further selects said business card from a plurality of available business cards stored in said non-volatile memory.

18. (currently amended) The cellular phone of Claim 17, further comprising program code for:

sorting said business card among a plurality of business cards stored in said non-volatile storage according to user-selected sorting criteria;

outputting an alert signal when said business card information is received from said cellular network; and

identifying a default business card among multiple business cards stored by said cellular phone, wherein a general selection of a business card on which to execute functions automatically selects said default business card.

19. (currently amended) The cellular phone of Claim 16, further comprising program code for:

linking a stored phone number to a visual display of said business card; and  
automatically dialing ~~a~~ the phone number of a business card, ~~which~~ that is being displayed on said cellular phone in response to a user selection of a talk function of said cellular phone, while said business card image is being displayed.

20. (currently amended) The cellular phone of Claim 19, further comprising program code and logic for:

linking a stored email address to a visual display of said business card;  
automatically creating an email shell for transmission of an email to an email address on a business card currently being displayed on said cellular phone in response to a user selection of an email function of said cellular phone; and  
transmitting said email to a recipient identified by said business card being displayed.

21. (currently amended) The cellular phone of Claim 20, further comprising program code for:

storing said electronic image of said business card ~~data~~ in a mailbox located at a network database ~~remote from~~ accessible to said cellular phone via a cellular network;

storing a contact link of said business card data in non-volatile memory of said cellular phone, wherein selection of said contact link dynamically links said cellular phone to said mailbox and uploads said business card data into said cellular phone;

retaining only relevant identifying data of said business card within a directory list of said cellular phone; and

enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

22. (currently amended) A cellular phone system that enables transmission of electronic business cards, comprising:

a network for connecting wireless calls and transmitting data from one cellular phone unit to another;

a recipient's cellular phone, capable of receiving calls and data from said network; and

a sender's cellular phone that includes program code for storing and transmitting business card data via said network to said recipient's cellular phone, wherein said program code transmits said business card data responsive to a user selecting a transmit function on said sender's cellular phone during a call to said recipient's cellular phone, said program code further comprising code for:

storing data of said business card as an electronic image in non-volatile storage;

connecting a call between said cellular phone and a recipient cellular phone; and

transmitting an electronic representation of said business card from said cellular phone to said recipient cellular phone during said call, wherein said electronic image of said business card is displayed on said recipient cell phone.

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23. (currently amended) The cellular phone system of Claim 22, wherein ~~said recipient's cellular phone further displays business card data received from said network in a business card format~~ said storing program code further comprising code for selecting a layout of said data for viewable presentation as said business card, wherein a first layout scales said business card to fit in a display screen of said cellular telephone.

24. (currently amended) The cellular phone system of Claim 23, wherein said sender's cellular phone further includes program code for displaying selectable menu items for entering data of said business card via a keypad of said sender's cellular phone, wherein said data includes at least one or more of a name, a business name, a phone number, an address, an email address, and a web address.

25. (currently amended) The cellular phone system of Claim 24, wherein said sender's cellular phone further comprises program code for:

sorting a business card from among various other business cards within said non-volatile storage in an order based on a user selected criteria for storing said business cards; and

selecting a default business card from among multiple business cards stored by said cellular phone, wherein a general selection of a business card on which to execute functions automatically selects said default business card.

26. (currently amended) The cellular phone system of Claim 25, wherein:  
said recipient's cellular phone further comprises program code for:

receiving said business card;

displaying said business card;

outputting a signal to alert the user of the receipt of said business card data;

displaying an electronic image of said business card; and

enabling said user to store said business card for future access, wherein relevant communication data is stored in a format that enables said user to later initiate a call and send an email without physically entering the telephone number or email address of the contact identified by said business card ~~and storing a received business card in non-volatile memory.~~

27. (currently amended) The cellular phone system of Claim 26, wherein ~~said non-volatile storage is a database maintained within said network, external to both said sender's and recipient's cellular phone,~~ said program code further comprising code for:

storing said electronic image in a network database accessible to said cellular phone via a cellular network;

retaining only relevant identifying data of said business card within a directory list of said cellular phone; and

enabling upload of said electronic image to said cellular phone responsive to a selection of said relevant identifying data at said cellular phone, wherein said electronic image is displayed when said identifying data is selected by a user of said cellular phone.

28. (currently amended) The cellular phone system of Claim 27, wherein both said recipient's and sender's cellular phone further comprises program code for:

linking a corresponding telephone number to a display of said business card;



automatically dialing a telephone number on a displayed business card in response to user-selection of a talk connection feature while said business card is being displayed;

enabling voice activation of a call to a business contact by a user voicing "call" while said electronic image of said business card is being displayed; and

enabling voice activation of a transmission of a business card by a user voicing "send" while said electronic image of said business card is being displayed.

29. (currently amended) The cellular phone system of Claim 28, wherein both said recipient's and sender's cellular phone further comprises program code for:

linking an email address to a display of said business card;

automatically opening an email message to an email address on a displayed business card in response to user-selection of an email connection feature.

30. (currently amended) The cellular phone system of Claims 27, wherein said sender's ~~and recipients~~ cellular phones further comprises program code for:

~~storing said business card data in a mailbox located at a database remote from said cellular phone; and~~

~~storing a contact link of said business card data in non-volatile memory of said cellular phone, wherein selection of said contact link dynamically links said cellular phone to said mailbox and uploads said business card data into said cellular phone~~

initiating said transmitting step in response to a receipt of a request for said business card from the recipient cellular phone;

selecting a menu function for transmitting said business card;

when said card is stored at said network database, uploading said electronic image of said card to said cellular phone; and

when a default business card has been identified by the user, transmitting said default business card to the recipient cellular telephone unless said user specifically selects a different one of multiple stored business cards to transmit;

when a tracking feature has been selected by said user, maintaining a record of each recipient of said business card.